

MANITOBA CALLING 1940

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1940



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Manitoba Calling

CONTRIBUTIONS TO
CULTURE

A LISTENER LOOKS AT
RADIO

WITH THE FIRST
CANADIAN CONTINGENT

"YOUR STATION IS CKY"

PROGRAMS

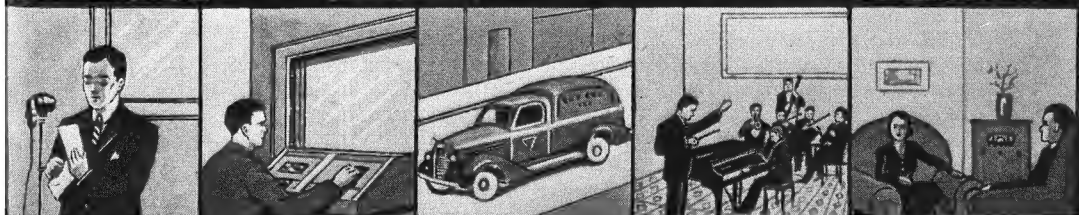
PICTURES

RADIO BRANCH
MANITOBA TELEPHONE
SYSTEM



Vol. IV, No. 1

January, 1940



CONTRIBUTIONS TO CULTURE

Broadcasting is not all jazz, swing, advertising, froth and feathers! Analysis of program schedules will show that there is a substantial foundation of more solid material, in both music and speech. In the spoken word, CKY and CKX have made very valuable contributions to culture throughout a period of years which is very long in the history of broadcasting. Co-operating closely with the University of Manitoba, the Department of Education, the Department of Health, and numerous other authorities, our stations have a fine record of performance in public service. Some of the activities for which the facilities of CKY and CKX are loaned without charge, are listed below. In addition, we accept many cultural features on a sustaining basis from the C.B.C. as well as those covered by contract.

University Lectures: These were commenced in March, 1923, and have continued each season without interruption since that date. Lectures for urban and rural listeners are broadcast by both CKY and CKX on Mondays, Wednesdays and Fridays at 4.45 p.m. Another series, of special interest to rural listeners, is carried by CKX only, on Tuesdays and Thursdays at 5.00 p.m.

School of the Air: For many years the Provincial Department of Education has used CKY and CKX for reaching young people with talks on subjects within the school curriculum. At present, broadcasts intended for reception in schools throughout the Province of Manitoba are being broadcast on Mondays, Wednesdays and Fridays at 3.15 p.m. School Trustees and other authorities are co-operating in developing this useful service. Experts in the Department of Education are designing the programs so that they may best serve the purpose for which they are intended, avoiding the dry lecture type of presentation.

Provincial Correspondence School: Talks of help and encouragement to students who, because of distance or sickness, are unable to attend regular schools but take the excellent correspondence courses offered by the Depart-

ment, are broadcast on the last Thursday of each month during the school year, at 3.15 p.m.

Health Talks: The Provincial Department of Health and Public Welfare use CKY regularly, on Thursdays at 4.45 p.m. The Safety Branch of the same Department is also provided with time for:—

Safety Talks: These refer to all matters relating to the guarding of life and limb. Household dangers, fire hazards, traffic risks, etc. are all discussed, and notices are broadcast on occasions when the rivers or the streets are in dangerous condition. Encouragement is given to the work of the Schoolboy Safety Patrols.

Fire Department Broadcasts: On numerous occasions we have broadcast talks on the subject of fire prevention, and these have been supported by actuality broadcasts from fire halls in the City of Winnipeg.

Vocational Training School: We are broadcasting a series of "Visiting Microphone" programs from the Dominion-Provincial Vocational Training School in Winnipeg, explaining the work being carried on, and inviting employers to use the services of graduates of the school.

Nature Study Talks: Now in his seventeenth year of broadcasting, Professor V. W. Jackson of the University of Manitoba continues his very popular talks on Nature Study and allied topics. He broadcasts on Saturdays at 11.00 a.m.

Manitoba High Schools Orchestra: CKY long ago took the lead in broadcasting musical programs by school groups for reception by other groups in schools in various parts of the Province. The work so ably begun by the late Mr. P. G. Padwick, is now carried on by Mr. Ronald W. Gibson. The broadcasts are heard on Saturdays at 9.30 a.m.

Literary Reviews: Dean of radio book reviewers in this country, Dr. W. T. Allison, who organized and commenced the University Lectures on CKY in 1923, is heard on Tuesdays at 4.45 p.m.

Vol. IV. No. 1.

Single Copy
5c

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January, 1940.

One Year, 60c.
Post Free

Address all communications to Public Relations Department,
Radio Branch,
Manitoba Telephone System,
Winnipeg

VOLUME FOUR

● In commencing another volume of "Manitoba Calling" we give thanks to all our readers and contributors who have made the publication of this little magazine possible. Through this medium we reach some thousands of CKY and CKX listeners with the printed word which, although lacking the advantages of direct communication via the microphone, has lost none of its merit as a permanent recorder of human thought. A part from its usefulness in supplementing those remarks which we are privileged to project into space, to come to earth like Longfellow's arrow we know not where, "Manitoba Calling" provides a forum for the airing of views expressed by listeners on matters pertaining to broadcasting.

"It's Different Now"

*And so you think us lonely when the snow
Is piled up to the eaves? We used to be—
The one road blocked by drifts, no company.
How stillness hurts, you town folks can not know!
The chores and housework done, time dragged
along.
It's different now. Of course we're shut in still,
But we've a radio with which to fill
The ice-bound chinks of silences with song.
The while we sit beside our own hearth fire,
We hear the news and plays and symphonies;
Dance orchestras; chimes in a London spire;
A jungle's turmoil; waves of Arctic seas . . .
Oh, we are seldom lonely any more—
A winter brings the whole world to our door.
Ethel R. Fuller in—"Echoes."*

mood emanating from our sets inclines us to depreciate the value of radio in the home. One of the earliest pioneers in the application of radio to education in this Dominion, CKY has continued to explore new possibilities and to build upon the foundations which were laid in March 1923 with the beginning of public service radio in Manitoba.

EDUCATIONAL RADIO

● On the opposite page we tell something of the assistance being given to the cause of education by "The Voice of Manitoba". CKY and CKX, in broadcasting these and other useful features, make contributions to the life and welfare of their listeners to an extent that cannot be valued in dollars and cents. Such services should be remembered on occasions when something in lighter

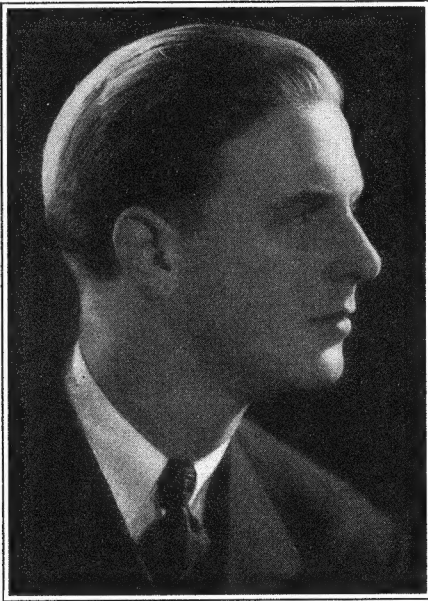
THE LISTENER WRITES

● In this issue we commence a new series of articles entitled "A Listener Looks at Radio". The first contribution is from Fay Aurelia Stewart, of Minnetonka, Manitoba. Miss Stewart is critical of much that she hears on the radio, but she is grateful, nevertheless, for many worthwhile features in the programs. We hope other listeners will be persuaded to write with equal frankness. Broadcasting may never reach perfection, but in our efforts to achieve higher standards we are greatly helped by the free exchange of opinion.

EAR-PLUGS

● Be glad you're here. In Berlin, a man was sentenced recently to four years in prison and deprivation of his civil rights (as if he had any!) for listening to foreign broadcasts. But things might be much worse. Being forbidden to hear foreign broadcasts is unfortunate for the radio fan in Germany, but he is still lucky in not being compelled to hear his own dictators. He can always turn the switch, or conveniently burn out a tube. Though they chain him to the set, they can't force him to listen!

CKY BARITONE



James Duncan

A young man who seems to us to have screen possibilities is James Duncan, who made his radio debut on CKY with the University of Manitoba Glee Singers in the Sherbrooke Studios a few years ago. Mr. Duncan is endowed with a glorious baritone voice, an engaging personality, and undeniably good looks. Having written this as an expression of our sincere opinion, we shall watch Mr. Duncan's future with continued interest.

Born in Winnipeg of Scottish parents, he lived in Clandeboye for about five years and then returned to the city and attended local schools. His singing career commenced with a Gilbert and Sullivan opera at the Daniel McIntyre Collegiate. He has sung with the Winnipeg Male Voice Choir and with the Philharmonic Choir under the direction of Bernard Naylor. During the summer of 1939 he studied with Arthur Cranmer at Oxford, and with Madame Dinh Gilly in France.

HINTS TO RADIO WRITERS

"The best preliminary training course I can suggest, if you want to write scripts for radio, is to listen to your radio and to analyze the plays being broadcast. There's a great deal of difference in writing for radio and writing for the theatre, or the magazines. The basic rules are the same, but you have to bear in mind that, in radio, you are writing for a 'blind' audience. . . In writing radio drama you have to indicate, either through dialogue or sound effects, the entrances and exits of your characters. Every sound effect should carry your story forward, for that is its purpose. Do not ask for sound effects that are virtually impossible to reproduce. . . ."

"The American Girl".



CUPID VISITS CKY

The chubby little fellow with the bow and arrows has been busy at CKY. Evidence of his having scored a couple of hits is found in a diamond ring on the third finger, left hand, of Miss Marguerite McFadyen, stenographer, and in the beaming smiles of a much congratulated member of our technical division—Mr. Bryan Bisney.



Marguerite McFayden



Bryan Bisney

Announcement of the engagement caused a happy flurry in the corridors of CKY for this is believed to be the station's first romance with the principals both members of our staff.



NEW YEAR GREETINGS—"I have no helpful suggestions to offer for the coming year, nor have I really any constructive criticism to make for the past year. CKY has done a job and done it well. . . ."—Winnipeg.

A LISTENER LOOKS AT RADIO

(By Fay Aurelia Stewart, Minitonas, Man.)

In accordance with our long-established custom, we encourage our listeners to state their views frankly. Opinions expressed in this and in other articles to follow are those of the writers, and not necessarily our own.

In 1929, when mother was given her little three-tube home-made set, what a miracle Radio was to me! What changes in broadcasting and reception ten years have recorded. Yet, Radio is the same miracle as ever to me, today.

Looking at Radio from my farm vantage with ten years' background for comparison, in some ways I really say, "Those were good old days". Then was chaos—but today there is contrasting lack of variety. Then you could hunt up a different program if you didn't like the one you had. Today nothing to do but shut off the radio, because chain programs feed all stations. One appreciates that on Empire, national, and educational broadcasts, but not on commercial broadcasts. Radio's lack of variety today has a tendency to impress the same lack of variety in its listeners: they take what's on the menu unprotesting. Then, there was supposed to be unhampered advertising, but could there be more than today? Then, it was supposed to be open to non-Canadian monopoly, but today a large percentage of broadcasting time is monopolized by imported advertising emotional serials. I make these points as general observations, not criticisms.

To my way of thinking, Canada's Radio Age was during the early days of national broadcasting. Of course there were some "flaws", but I believe the contribution to Canada's vision of nationhood, especially by Empire and Moose River broadcasts, should go down in history. In this fostering of national spirit, begun by the CRC, the Canadian Broadcasting Corporation has continued, and I feel has to its credit many splendid achievements which overshadow in importance to national well-being and unity any features I dislike.

Praise for C.B.C.

Golden Memories of Radio in our past listening are those wonderful Empire broadcasts during the Silver Jubilee; speeches by Empire, Canadian and world statesmen; Christmas world-and-across-Canada broadcasts; and especially

the heart-melting Christmas message by King George V, followed so soon by the Empire in mourning. The Royal Visit of 1939 was an epoch, and an epic! And the CBC can never, never be given credit enough for their interpretation, their contribution to national appreciation of that visit. Without that the millions who, like myself, could not see Their Majesties, would not have felt the magic touch of their visit. With that we shared the thrill of millions of individuals.



Many Listeners still use "Loud Speakers" and Headphones

We never miss Lux Radio Theatre, Silver Theatre, Campbell's Playhouse, or any of the splendid CBC dramas presented before we country folk have to go to bed. Local amateur programs, quiz and intelligence contests, actuality broadcasts, singsongs, special events, visiting mikes, bands, old-time music, cowboy songs, speeches, lectures and seasonal broadcasts are our favorites. The shorter the advertiser's "spiel", if necessary, the stronger we will buy his products. Country people are hungry for these things, but a few such as Wilf Carter and Oldtime Frolic are broadcast after we are asleep.

News broadcasts are tops. We appreciate Canadian news reports for their unsensational matter-of-factness, but the men say "give us news, not someone's opinion of what is news." The morning and noon times are perfect, but the night period is too late for tired

(Continued on Page 10.)

ADVENTURES IN RADIO - 6

By D. R. P. C.

Excerpts from CKY's Original "Between Ourselves" Talks.

WITH THE FIRST CANADIAN CONTINGENT—1914

It was a lucky day for me when, in September, 1914, being ashore in Montreal for a week, I asked casually of my chief in the Marconi Company's offices, "How are chances for a ship with the First Contingent?" "Like to go?" came the question — "We are equipping the Donaldson liner *Lakonia* and she'll need two operators. You can take charge." So, in a day or two I went aboard with my assistant operator, and we dropped down the river to Quebec. . .

Quebec with its Chateau and its Citadel; its spires and gables and minarets, nestling to the rock—a Gibraltar clothed in the picturesque architecture of old France. Dozens of times on various ships had I left breakfast in the dining saloon, to come out on deck and admire this most thrilling and romantic scene—this mystic Camelot from which I would not have been surprised to see ride forth knights in armour, while fair maids waved from casement windows. . . Aye! And now I DID see knights come out from this walled city! Geraint and Lancelot, Sir Bedivere and Galahad—in khaki, with rifles and bayonets, knapsacks and water bottles. . . I saw them come down the narrow streets to Lower Town, a thin brown stream flowing to the wharves and spreading through the freight sheds, to trickle by a dozen gang-planks into ship after ship. . . I saw their field guns and wagons swinging on the derricks, and their horses being urged into their floating stalls. . .

More steamers arrived from Montreal, rounding the bend above Wolfe's Cove. Signal flags wig-wagged morse from ship to ship. . . Vessels packed with soldiers; men crowding to the rails and swarming up the ladders. . . I remember that wet afternoon when four hundred horses of the Royal Canadian Dragoons came aboard, and the *Lakonia* moved out to her moorings. . . More ships and still more ships. Familiar vessels most of them, fine-lined beauties, like the *Royal George* and the *Laurentic*, the *Athenia* and the dear old *Grampian*, all well known in the St. Lawrence trade. . . such an assembly of

speedy craft and slow as had never before been gathered at Quebec. Movements were mysterious. There was endless waiting; lying in the stream while other ships warped into the wharves, loaded with men and equipment, and returned to anchorage. . .

The Convoy Moves Along

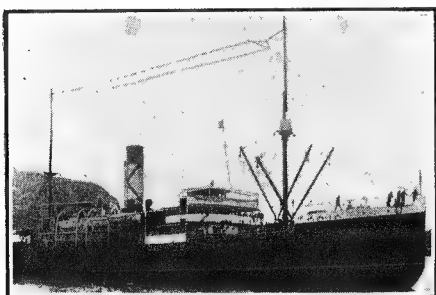
We used no radio. Flags by day and flashlamps by night were the order. Then, one morning, we and two or three others heaved up our mud-hooks and steamed down-river. For one hundred and fifty miles we continued, reaching Father Point after dark. A green light bobbed in the fairway — a gas-buoy, warning of submerged wreckage. Some of us had passed it frequently that summer and fall, so we knew its meaning. Beneath that buoy lay the *Empress of Ireland*, coffin of hundreds sent to their doom by the *Storstad* which I remember seeing with her bow all crushed. The *Empress of Ireland* was a victim of peace-time tragedy. Now, moving in procession above her were the hulls of vessels she had often spoken. Many of these ships, too, would go to the bottom, but in widely scattered parts of the world, and of their human cargoes great numbers would meet death in France. . .

Many voyages had made some of us think that we knew the lower St. Lawrence rather well. It was a surprise, therefore, to awake one sunny morning, peer through a port-hole and find ourselves in a huge harbor quite strange to us. High hills rose from shores speckled with white cottages. We must be somewhere in the Gulf, our ten-knot speed assured us of that, but where? . .

So we lay in Gaspé basin for a day or so, while every few hours brought us the smoke and then the forms of many additional vessels of the convoy. There was no shore leave for us, but we practiced boat drill, launching our lifeboats and rowing round the ship for exercise. Then came the signal to up-anchor and away. . . In three long lines we steamed out of Gaspé, thirty-two merchant ships keeping stations. Some of them twenty-

four knoters with their speeds reduced to nine, so that the slowest could retain their places in the lines. . .

It was well that we had no fog, for handling such a fleet in the weather commonly encountered in the Gulf and west Atlantic would surely have been a tricky business, even though we were provided with a white-painted barrel to tow far astern as a marker for the following ship in case of fog. As it was, we were blessed with good fortune all the way. . . Off Cape Race we found a little vessel waiting to join us—the



Red Cross liner *Florizel*. She had brought the Newfoundland contingent to get under the wing of our convoy, and proud we were to have her with us. Poor *Florizel*! She met a sad fate, too, but that's another story.*

Man Overboard!

A detailed description of the voyage would make dreary reading, for the trip was uneventful. We were located in the starboard line, two or three vessels from the tail end. Merchant skip-pers being not, as a rule, trained in naval manoeuvres, some of them had their difficulties in keeping station. Frequently we would find ourselves creeping up on the ship ahead, or being overtaken by the one immediately behind. On the whole, however, our mercantile marine made a very creditable showing. There was one occasion when the desire to save a human life got the better of discipline and threatened to throw the whole convoy out of order, and that was on a certain afternoon a few days before we reached England. From one of the leading vessels, the *Royal Edward*, a man fell overboard. His plight was noticed by officers on other ships in the vicinity. Immediately,

if one might judge by the result, the observers rang "full speed ahead" and steered their vessels towards the struggling swimmer, breaking line and putting the convoy into some confusion. Quickly, however, the naval flagship ordered all craft to their stations, and a very wet and scared man was picked up and restored to his shipmates.

Among the incidents of the voyage was one memorable occasion when *H.M.S. Glory* came steaming down between the lines, making an inspiring sight. The arrival of battle cruisers to give us better protection than could be provided by the smaller warships which had brought us from Gaspé was also a relief, both from the now tiresome daily routine and from any doubts that had bothered us with respect to the possibility of enemy attack.

On the *Lakonia* a few horses died and were thrown overboard. Horses from ships ahead of us floated past occasionally and we displayed our marksmanship, though not a proper respect for the poor creatures, by shooting at the bodies with our revolvers so long as they were within range. In the wireless room we sat through long watches, listening to war news in the telegraph code and suffering boredom through not being allowed to use our transmitters.

The Code Word was "Rifleman"

At last, when nearing the British Isles, a signal one afternoon ordered all ships to stand by for a wireless message from the flagship. We plugged in an extra pair of headphones, and my assistant and I copied the message — 456 words in cipher. Each ship in the convoy was instructed to signal acknowledgments in alphabetical order of its call letters. We had a "Z" in ours, so we were far down the list. Eventually, however, after numerous repetitions for the benefit of operators who had doubts of accurate reception, our turn came and we were glad to signal "R", meaning that we had received the message O.K. Far into that night I sat up with the Captain and Lieut. Timmis of the R.C.D.'s, decoding by the Playfair system and discussing the communication. It brought us orders to proceed to a certain rendezvous where we would meet

(Continued on Page 10.)

AN OUTLINE OF CKY's PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings. ALL TIMES CENTRAL STANDARD.

SUNDAY

- 11.00—Church Service.
- 12.25—British United Press News
- 12.30—British Bands—Burns & Co. Ltd.
- 1.30—Devotional Period—CBC.
- 2.00—Philharmonic Symphony Society of New York—CBC.
- 4.00—The Church of the Air—CBC.
- 4.30—The Tea Musicales—CBC—Lipton Tea Co.
- 5.00—Silver Theatre—CBC — International Silver Co.
- 5.30—The World Today—CBC.
- 5.45—Canadian Press News—CBC.
- 6.00—Jack Benny—CBC—Jello.
- 7.00—Church Service.
- 9.00—Campbell Playhouse—CBC — Campbell Soup.
- 10.00—Canadian Press News—CBC.
- 10.15—Star Dust—CBC.
- 10.30—Sweet and Low—CBC.
- 11.00—Chamber Music—CBC.
- 11.30—Sanctuary—CBC.

MONDAY

- 7.30—Reveille.
- 7.45—British United Press News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.30—Allan Caron—Organist.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—Mary Queen of Scots—Western Canada Flour Mills.
- 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.
- 12.00—The Happy Gang—CBC—Colgate-Palmolive.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—B.U.P. News.
- 1.00—The Gospel Singer—Oxydol.
- 1.30—Donald Novis Sings—Libby's.
- 2.00—Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap
- 3.00—Club Matinee—CBC.
- 3.15—School of the Air—Dept. of Education.
- 3.30—Vic and Sade—CBC—Criseo.
- 3.45—BBC News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—University Lecture.
- 5.00—The Lone Ranger—Modern Dairies.
- 5.45—British United Press News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Speed Gibson—Beehive Corn Syrup.
- 6.45—Easy Aces—Anacin.
- 7.00—Quaker Variety Show—CBC — Quaker Oats Co.
- 7.30—On the Boulevard—CBC.
- 8.00—Lux Radio Theatre—CBC—Lux.
- 9.00—Contented Hour—CBC—Carnation Milk Co.

- 10.00—C.P. News—CBC.
- 10.30—Songs of Empire—CBC.
- 11.00—Immortal Music—CBC.
- 12.00—B.U.P. News.

TUESDAY

- 7.30—Reveille.
- 7.45—British United Press News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Allan Caron—Organist.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—Pelham Richardson's Orch.—CBC.
- 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.
- 12.00—The Happy Gang—CBC.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—British U. P. News.
- 1.00—The Gospel Singer—Oxydol.
- 1.30—Donald Novis Sings—Libby's.
- 2.00—Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap
- 3.30—Club Matinee—CBC.
- 3.45—BBC News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.30—Yours for a Song—CBC.
- 4.45—Dr. W. T. Allison—Book Review.
- 5.00—Voice of Inspiration — Young United Church.
- 5.45—B.U.P. News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.45—Count of Monte Cristo—City Hydro.
- 7.00—Big Town—CBC—Rinso.
- 7.30—The Family Man—CBC—Lever Bros.
- 8.15—Canada's Fighting Services—CBC—Talk
- 8.30—Fibber McGee and Molly—CBC—S. G. Johnson & Son.
- 9.00—Treasure Trail—Wrigley Co.
- 10.00—C.P. News—CBC.
- 10.15—Star Dust—CBC.
- 11.00—Everyman Theatre—CBC.
- 11.30—Classics for Today—CBC.
- 12.00—B.U.P. News.

WEDNESDAY

- 7.30—Reveille.
- 7.45—B.U.P. News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Allan Caron—Organist.
- 10.00—Radio Kitchen, Betty Brown — Five Roses Flour.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—Mary Queen of Scots—Western Canada Flour Mills.

11.45—Refreshment Time with Singin' Sam —
Coca Cola Co.
12.00—The Happy Gang—CBC—Colgate-Palm-
olive.
12.30—Road of Life—CBC—Chipso.
12.45—B.U.P. News.
1.00—The Gospel Singer—Oxydol.
2.00—Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap
3.00—Club Matinee—CBC.
3.15—School of the Air—Dept. of Education.
3.30—Vic and Sade—CBC—Crisco.
3.45—BBC News—CBC.
4.15—Backstage Wife—Sterling Products.
4.45—University Lecture.
5.00—The Lone Ranger—Modern Dairies.
5.45—B.U.P. News.
6.00—On the Trapline—Sydney I. Robinson.
6.15—Light Up and Listen Club — Imperial
Tobacco.
6.30—Speed Gibson—Beehive Corn Syrup.
6.45—Easy Aces—Anacin.
7.00—Goodwill Court—Ironized Yeast.
7.30—Serenade for Strings—CBC.
8.30—Music by Faith—CBC.
9.30—Midweek Commentary—CBC.
9.45—Visiting Microphone.
10.00—C.P. News—CBC.
10.30—Cathedral Singers—CBC.
11.30—Vancouver Theatre Time—CBC.
12.00—B.U.P. News.

THURSDAY

7.30—Reveille.
7.45—B.U.P. News.
9.00—The Man I Married—CBC—Oxydol.
9.15—Stars of the Week—United Radio Advtg.
9.30—Smilin' Jack—United Radio Advtg.
9.45—Allan Caron—Organist.
10.00—Peggy's Point of View.
10.30—Big Sister—CBC—Rinsol.
10.45—Life and Love of Dr. Susan—CBC—Lux.
11.30—Pelham Richardson's Orch.—CBC.
11.45—Refreshment Time with Singin' Sam —
Coca Cola Co.
12.00—The Happy Gang—CBC.
12.30—Road of Life—CBC—Chipso.
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2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap.
3.00—Club Matinee—CBC.
3.45—BBC News—CBC.
4.15—Backstage Wife—Sterling Products.
4.45—Public Health—Dept. of Health.
5.00—Voice of Inspiration — Young United
Church.
5.45—B.U.P. News.
6.15—Light Up and Listen Club — Imperial
Tobacco.
6.30—Stepping Along—Berryhills.
6.45—Count of Monte Cristo—City Hydro.
7.30—On Parade—CBC — Robin Hood Flour
Mills.
8.00—Maxwell House Good News—CBC —
Maxwell Coffee.
9.00—Kraft Music Hall—CBC—Kraft Cheese.

10.00—C.P. News—CBC.
11.00—Memory Hour—CBC.
12.00—B.U.P. News.

FRIDAY

7.30—Reveille.
7.45—British United Press News.
9.00—The Man I Married—CBC—Oxydol.
9.15—Stars of the Week—United Radio Advtg.
9.30—Smilin' Jack—United Radio Advtg.
9.45—Allan Caron—Organist.
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12.00—The Happy Gang—CBC—Colgate-Palm-
olive.
12.30—Road of Life—CBC—Chipso.
12.45—B.U.P. News.
1.00—The Gospel Singer—Oxydol.
1.30—Donald Novis Sings—Libby's.
2.00—Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap
3.00—Club Matinee—CBC.
3.15—School of the Air—Dept. of Education.
3.30—Vic and Sade—CBC—Crisco.
3.45—BBC News—CBC.
4.15—Backstage Wife—Sterling Products.
4.45—University Lecture.
5.00—The Lone Ranger—Modern Dairies.
5.45—B.U.P. News.
6.15—Light Up and Listen Club — Imperial
Tobacco.
6.30—Speed Gibson—Beehive Corn Syrup.
6.45—Easy Aces—Anacin.
7.00—Charlie Chan—Listerine.
7.30—Sinfonietta—CBC.
9.00—Woodhouse and Hawkins—CBC.
9.30—Canada at War—CBC.
10.00—C.P. News—CBC.
10.30—Northern Messenger—CBC.
11.00—Wilf Carter—Songs—CBC.
11.30—Musical Programme—CBC.
12.00—B.U.P. News.

SATURDAY

7.30—Reveille.
7.45—B.U.P. News.
9.00—Allan Caron—Organist.
10.00—Peggy's Point of View.
10.30—Good Deed Club—T. Eaton Co.
11.00—Prof. V. W. Jackson—Nature Talk.
12.30—Pinto Pete—Dominion Fur Auction.
12.45—B.U.P. News.
12.55—Metropolitan Opera—CBC.
4.30—CKY Studio Strings—Man. Tel. System.
5.45—B.U.P. News.
6.45—Count of Monte Cristo—City Hydro.
7.30—Wayne King's Orch.—CBC—Colgate's.
8.00—Hockey Broadcast—CBC—Imperial Oil.
9.30—Canadian Press News—CBC.
9.35—NBC Symphony Orch.—CBC.
10.45—C. P. News—CBC.
11.30—Drama Series—"Happy Valley"—CBC.
12.00—B.U.P. News.

TALENTED SOPRANO



Our roving photographer snapped this candid camera portrait of Eileen Jardine Eastwood as she was rehearsing with Pelham Richardson's Orchestra.



ADVENTURES IN RADIO

(Continued from Page 7.)

British warships and be taken to our port of destination. . . .

Our triumphal arrival at Davenport will never be forgotten by anyone who was there. Ship after ship moved in to its moorings or to the dock-side. On the shore, huge crowds of people cheered the coming of our friendly fleet. The entire population of Plymouth and district must have turned out. No game of bowls, nor even golf, was continued while this armada approached! A band played "The Maple Leaf", local shipping was dressed with flags, and sailor boys manned the yards of the old wooden training ship *Impregnable* in the harbour. Whistles and sirens blew, women yelled and strong men wept. Never was I prouder of my adopted country, and never did my heart swell with greater love for the little island of my birth than on that day when our convoy brought to Britain an army of thirty thousand gallant gentlemen, and landed them as if to say "Did you call? Well, here is Canada's answer!"

* * *

*A picture of the wrecked *Florizel* appeared with our article in the November issue of "Manitoba Calling".

A LISTENER LOOKS AT RADIO

(Continued from Page 5.)

farmers, and they are the ones who need it.

Radio Affects Thinking

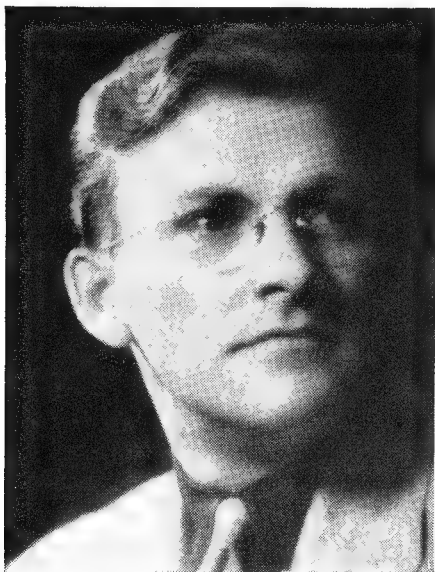
Radio has a great responsibility because it does influence people's thinking, and eventually their characters. The flimsy plots, over-dramatised voices and situations in some of the emotional drama serials have an immediate effect on the listener's heart and nerves. Kept up indefinitely — well, my own heart would give out completely. Further influence is evidenced in more than one community by young girls who find themselves in unwholesome dramatic situations which used to be rare, and regard them as natural, because they are frequent occurrences in certain programs—a direct effect of Radio on people's thinking.

Radio has changed the tastes of its listeners gradually until now I really enjoy opera and classical music I hated ten years ago. I haven't learned to like jazz or swing, except a few harmonious pieces, yet. It is wonderful to listen to women singers today and not wish to break the receiving set. Radio has weeded out the ones with "non-radio" voices. Wonders have been accomplished in sound effects; such programs as "The King's Messengers"; "Canadian Snapshots"; and "Canada Marches" are real enrichers of our life.

To our family, Radio is the difference between existing and living. Without it we would have no music from far-away places, no theatres, no sense of unity with our nation or the world. Radio serves Canada by giving listeners that sense of fellowship with distant people; members of their province, dominion, or commonwealth. In this serious national emergency our CBC is preserving democracy and steady national unity. Lately, there has I think, been a distinct increase in freedom over the air, and it increases our respect for Radio.

That little black box is the hub of the universe to us, with its loud-speaker for the family and the ear-phones for those who cannot hear so well. Our home is Home because of Radio.

PLAYS IN "CAVALCADE OF DRAMA"



Ted Osborne

Ted Osborne is one of the finest radio actors in Hollywood. His versatility as an artist has carried him into many major radio shows. Perhaps his greatest achievement up to date was when he was co-starred with Lurene Tuttle on Columbia's "White Fires of Inspiration" which won the Carnegie Medal award for 1938. In this particular series, Ted took the leading roles and portrayed many of the most famous literary characters the world has ever known. His ability to portray famous historical figures was valuable experience to him when he played the role of Count d'Orleans in the story of Marie Antoinette of the "Cavalcade of Drama" series. "Cavalcade of Drama", sponsored by the makers of Purity Flour, is heard each Monday, Wednesday and Friday over CKY at 11.30 a.m.

★ ★ ★

REQUESTS REFORMS—"It is unlikely that any notice will be taken, but may I ask for the abolition of those broadcasts which consist of interminable interviews with people who have nothing original to say? . . ."—Winnipeg.

WORDS ABOUT WORDS

When you hear a radio announcer or other speaker use a pronunciation which seems to you to be incorrect, write the word down. Make a list, and mail it to CKY.

A new crop of words alleged to have been mispronounced by radio speakers has been gathered by listeners and delivered to the Public Relations Department of CKY.

If broadcasters deserve much criticism for their rough treatment of the English language, they are entitled to some merit, too, for drawing attention to the fact that ignorance of the mother tongue is all too prevalent and is in serious need of correction by a suitable revision of school curriculum.

A certain radio drama heard one evening recently was very convincing, up to a point. The conversation between a "Duke" and a "Piccadilly Johnny" might have been the real thing, so perfect were the accents of the actors. But when the gentleman addressing the duke with respect to a kidnapped duchess referred to some matter as being "super-FLUOUS," gasps of dismay must have gone up from hundreds of listeners within range of the network. As a critic reminds us, people who hob-nob with dukes just do not speak that way!

The war continues to bring many headaches to radio announcers. Following its ancient practice, the British Admiralty persists in bestowing difficult names upon its vessels. Names like "Ajax" and "Exeter" are simple enough, but why must people whose acquaintance with mythology is limited be obliged to read "Achilles" in a news report? Should they be blamed for calling it "ATCH-ill-ees", with the emphasis very much upon the "ATCH"? Should not some appeal be made to the First Lord of the Admiralty to restrict the names of warships to easy English ones, or give the vessels numbers? Would such an appeal receive sympathetic consideration from a great First Lord who, in his own inimitable and quite delightful manner speaks of the "NAR-ziz"?

"YOUR STATION IS CKY", WINNIPEG

2nd ARTICLE

By W. H. Randall
(Continuity Editor, CKY)

In our December issue we explained how a program is written by the continuity writer, cued in to fit the transcription, rehearsed by the announcer, operator and continuity writer, and finally made ready for the sponsor's audition. Now we come to the actual audition, so we take you to Studio 4 at CKY.

First, though, we might explain that once CKY's chief operator has assigned one of his operators to the audition, that man is solely responsible for the technically-smooth running of the audition, apart from the announcer's portion.

nouncer when commercial continuity is to be spoken.

Now, the transcription of "*The House of Peter MacGregor*", a 15-inch disc, with grooved lines the same as on an ordinary gramophone record, is placed on the turntable, and the pick-up from the turntable is fed to the amplifier through a fader or volume control. This fader gives the operator control of levels or volume, which he can raise or lower at will.

The handling of the audition is taking place in CKY Studio No. 4, and from



STUDIO 4

Operator "Dibbs" Woods at turn-tables. Announcer Brian Hodgkinson at microphone.

The operator must see to his turntables, the machines something like a gramophone that play transcriptions at a speed of 33 1/3 revolutions per minute*; he must set up his amplifiers and feed the loudspeaker in the audition room, establish the correct level or volume for the announcer's voice; run the full program through at rehearsal; pick up transcription cues; and indicate to an-

there the announcer's voice and program is fed on a pair of wires to the main and line amplifier in the Main Control room, where it is again switched to another pair of wires leading to the audition studio where the sponsor, his friends, the Program Director and the Commercial Manager are seated.

Everything's set! A private inter-telephone communication system enables

the operator to contact the Program Director to see if everything is as it should be. Fine! The tone or needle arm, with a feathery two-ounce touch, is placed on the transcription, the big second-hand on the clock indicates exactly 11 o'clock, the operator releases the transcription, and the music on the transcription plays for ten seconds. Then it is faded down, and the announcer smoothly reads the "commercial". The transcription is then brought up to "Full" or full volume until the last cue is spoken, and the theme melody is faded for the announcer to read the last commercial and sign the program off.

The audition is a success! It went through as smoothly as clockwork, and the sponsor is pleased with it. Now all that remains is the setting of a regular scheduled time for the program to be broadcast, such as every Monday, Wednesday and Friday morning from 9:45 until 10.

The Publicity Department of CKY takes over at this point, for a time, and through the morning resumé of programs, the new program is drawn to the attention of the listening public. It is also publicized in "Manitoba Calling", in the newspapers, and on an electric "travel sign" located on one of the principal streets of Winnipeg.

Monday, the day set for the program's first airing, arrives and as you sit at home waiting for 9:45, here's what takes place in those split seconds before the theme melody pours through your loud-speaker and the announcer opens with "Blank presents *The House of Peter MacGregor!*"

From CKY Studio No. 5, the announcer's voice and the play go to a master amplifier which feeds it to a telephone line running to the Sherbrooke Exchange. From there it travels via telephone wires to the St. James Exchange, where it is amplified, and once again placed on telephone wires which carry it to the CKY transmitter at Headingly, a distance of 17 miles from CKY.

The announcer's voice, play and music, etc., reach Headingly at about the same volume or strength as that of an ordinary telephone conversation, and at Headingly it is amplified or increased in power by powerful vacuum tubes before

it is cast forth into the air from the transmitter tower ready for your radio to receive.

Little remains to be added, but here are a few radio terms that may increase your enjoyment and understanding of the radio art.

Cue: Spoken or musical, indicates when actor or orchestra begin or finish.

Electrical Transcription: Recorded play, something like an ordinary record, though usually of larger diameter and revolved at a slower speed.

Gag: Joke used by comedians.

Live Show: Program where actors actually seen, such as Jack Benny's.

Script: Typewritten sheets for announcers, actors, etc.

Sound Effects: Contrived gadgets for imitating sound of wind, rain, etc. A wide range of sound effects are provided in recorded form.

* * *

*Erratum: In the previous article, published in our December issue, page 13, the speed of ordinary records should have read "78 revolutions per minute" and that of transcriptions "33 1/3 R.P.M."



"STUDIO APPLAUSE" POLL

"The final tabulation of ballots on the 'studio applause' question. . . is as follows: 'All sounds from studio audiences should be prohibited'—61%. 'I approve of studio-audience laughter without other sounds'—24%. 'I approve of laughter and applause without shouting, whistling'—15%. In the space provided for 'remarks' the most frequently voiced opinions were: 'Applause should be saved for the end of a program; Bing Crosby's pattern of moderate laughter without applause is highly favored; many good pieces of programs are lost by intrusive applause; performers should not encourage applause for pantomime and other things which listeners miss'. . ."

"Radio Guide", Chicago.

T. EATON CO.'s GOOD DEED CLUB IN SESSION AT CKY



Each Saturday morning, the corridors of CKY are filled with girls and boys on their way to participate in the T. Eaton Company's "Good Deed Club" broadcast, which goes on the air at 10.30 a.m.



Assembled in the studio, they receive instructions regarding the program, and away they go in the introductory song "School-days, school-days"! Here we see them awaiting the signal to start. Behind the glass are visitors in the observation room

THE LISTENER WRITES

CKY BRINGS REMINDER OF HOME—"I got a real thrill this morning after turning on my radio, a very old one, in the basement of the building where I am fireman. I heard the tune of 'O Canada' and then the announcement 'CKY Winnipeg'. I kind of wished I was back there again to see some of my old friends, although it is 28 years since I was conductor on the St. Boniface and Dufferin Avenue line. I still like to think of the good times back there. The only aerial I have is the water pipe, so your program goes over quite a ways. Good luck and God bless you. . . ."—Bellingham, Wash., U.S.A.

QUOTE—"I wish more radio speakers would copy Dr. Sidney Smith in not laboring the word 'quote' when interpolating quotations from other sources. In his recent address 'Canada at War', having occasion to quote Mr. Crerar, Dr. Smith used the sensible method of indicating the quoted passage by a pause

followed by a slight change of tone. It was a refreshing variation from the common and clumsy practice of saying 'quote' or 'I quote' and concluding with the abominable expression 'unquote'. . . ."—Brandon.

TA-RA-RA-BOOM-DE-AY!—"I was amazed to hear on the 'Memory Lane' program the other night that 'Ta-ra-ra-boom-de-ay' was written in 1909. Good heavens! My father sang it to me in 1896, and I believe it was not new, even then! Another thing that 'gets me down' is the repeated statement that 'Oh, Johnny Oh!' was written so many years ago, but only recently achieved popularity. As a matter of fact, the song was very popular at the time of its appearance. Instead of being regarded as having lain neglected, waiting for 1939 to bring it to life, the song is one of a number of almost forgotten favorites which have been resurrected lately. . . ."—Winnipeg.

SAVE

AFTER SEVEN!

and

ALL DAY SUNDAY

Reduced rates on Long Distance Calls are in effect every night after 7 p.m. and all day Sunday.

—the most convenient times for friendly chats and family reunions by telephone.

TAKE A BARGAIN TRIP

by

TELEPHONE

MANITOBA TELEPHONE SYSTEM



The School of the Air

CKY and CKX

Mondays, Wednesdays, Fridays

3.15 to 3.30 p.m.

Series I

THE WORLD TODAY

MONDAYS

Suitable for pupils of Junior and Senior High School levels.—Current Events will be interpreted for the pupils by the Reverend W. G. Martin and Mrs. R. F. McWilliams, who alternate weekly.

Series II

**MUSIC AND MOVEMENT FOR
PRIMARY GRADE PUPILS**

WEDNESDAYS

Suitable for pupils of Grades 1, 2, 3 and 4. Delightful rhythms and simple directions will be broadcast so that lower grade pupils will be able to enjoy and participate in them.

Series III

PEOPLES AND PLACES OVERSEAS

FRIDAYS

Suitable for pupils of Grades 5 to 9. This series will consist of very interesting interviews with people from other lands, teaching the pupils about life in far away countries.

Outlines of the broadcasts of Series II and Series III may be obtained by writing to the Director, School of the Air, Room 138, Legislative Building, Winnipeg.